Development of medical tourism

1681. SHRI B.J. PANDA:

MS. MABEL REBELLO:

Will the Minister of TOURISM be pleased to state:

(a) whether Government proposes to develop Ayurveda and medical tourism in a big way to generate additional revenue and additional job opportunities in the country;

(b) if so, the details thereof;

(c) what is the current export potential of Ayurveda sector; and

(d) what is the action plan of Government to exploit this sector, especially in the backward regions of Orissa, Jharkhand, Chhattisgarh and Madhya Pradesh etc.?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) to (d) The Ministry of Tourism in collaboration with the Ministry of Health & Family Welfare has already initiated several measures to promote Medical Tourism which include promotion in overseas market and production of publicity materials like brochure, CDs and films etc. and their distribution in target markets. The specific promotion has also been undertaken at various international travel fairs such as World Travel Mart, London and ITB, Berlin etc. All the State Tourism Departments including Orissa, Jharkhand, Chhattisgarh and Madhya Pradesh have also been requested to promote Medical Tourism/Ayurveda through suitable packaging of identified best hospitals and price banding for various specific treatments.

20 mega destinations in Maharashtra

1682. DR. T. SUBBARAMI REDDY: Will the Minister of TOURISM be pleased to state:

(a) whether Vidarbha region and Aurangabad in Maharashtra are one of the 20 mega destinations, the Ministry will promote under a new initiative;

(b) whether the destinations have been selected on the basis of the national importance, tourist footfalls and potential arrivals;

(c) whether according to the officials, Vidarbha and Aurangabad have witnessed a high tourist inflow; and

(d) if so, what steps the Ministry has taken in this regard and the amount allocated to Vidarbha region for the tourism development?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) to (d) Development and promotion of tourism is primarily the responsibility of the State Governments/Union Territory Administrations. Ministry of Tourism has so far identified 22 mega destinations/circuits including Vidarbha region and Aurangabad, on the basis of tourism related data on domestic and foreign tourist visits, future potential and in consultation with the State Governments/Union Territory Administrations.

Project proposals for Aurangabad and Vidarbha region were received from the State Government.

Project proposals received as per guidelines are processed on *inter-se-priority* basis and funds released, subject to availability under the respective heads.